

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
IDAHO	1,006,749	1,293,953	1,356,506	1,459,669
MEDIAN AGE (YRS)		33.2	33.7	34.3
POCATELLO, ID	66,026	75,565	76,451	78,104
MEDIAN AGE (YRS)		30.4	31.0	31.9
HISPANICS (ANY RACE)		3,540	3,641	3,812
STATE'S PERCENTAGE		4.68%	4.76%	4.88%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		68,987	69,555	70,780
MSA'S PERCENTAGE		91.29	92.05	93.67
MEDIAN AGE (YRS)		31.1	31.8	32.7
BLACK/AFRICAN-AMERICAN		446	472	471
MSA'S PERCENTAGE		0.59	0.62	0.62
MEDIAN AGE (YRS)		29.2	27.5	27.5
AMERICAN INDIAN/NATIVE		2,198	2,367	2,533
MSA'S PERCENTAGE		2.91	3.13	3.35
MEDIAN AGE (YRS)		25.4	26.1	27.5
ASIAN		748	773	829
MSA'S PERCENTAGE		0.99	1.02	1.10
MEDIAN AGE (YRS)		32.9	33.3	33.9
HAWAII/PACIFIC ISLANDER		122	130	138
MSA'S PERCENTAGE		0.16	0.17	0.18
MEDIAN AGE (YRS)		24.4	24.1	23.8
OTHER		1,568	1,597	1,654
MSA'S PERCENTAGE		2.08	2.11	2.19
MEDIAN AGE (YRS)		23.9	24.5	24.9
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN		----	20,539	21,118
SUBURBAN		----	46,541	47,210
RURAL		----	9,371	9,776

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$41,600	-----	
PER CAPITA	\$19,401	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$1,031,416,000	\$1,293,761,000	25.44%
FOOD AT HOME TOTAL	\$137,659,900	\$156,239,800	13.50%
FOOD AWAY FROM HOME TOTAL	\$106,878,100	\$133,843,000	25.23%
FOOD AS % OF TOTAL EXPENDITURES	23.71%	22.42%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$24,221,500	\$27,665,700	14.22%
FISH & SEAFOOD PRODUCTS	\$2,411,800	\$2,742,600	13.72%
FRUITS & VEGETABLES	\$15,009,400	\$16,760,700	11.67%
DAIRY PRODUCTS	\$15,900,400	\$18,017,000	13.31%
BAKERY PRODUCTS	\$14,529,100	\$16,007,700	10.18%
CEREALS & PRODUCTS	\$7,751,800	\$8,947,500	15.42%
PREPARED FOODS	\$23,815,300	\$27,247,600	14.41%
JUICES	\$3,627,300	\$4,049,200	11.63%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$7,384,300	\$10,194,100	38.05%
FAST FOOD	\$3,361,000	\$4,471,900	33.05%
FULL SERVICE	\$4,023,400	\$5,722,200	42.22%
LUNCH	\$26,808,800	\$33,340,000	24.36%
FAST FOOD	\$16,948,500	\$20,482,900	20.85%
FULL SERVICE	\$9,860,300	\$12,857,100	30.39%
DINNER	\$38,470,100	\$49,105,600	27.65%
FAST FOOD	\$16,722,100	\$20,270,100	21.22%
FULL SERVICE	\$21,748,000	\$28,835,500	32.59%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$872	\$959	9.98%
POULTRY	\$253	\$280	10.67%
EGGS	\$50	\$53	6.00%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$41	\$44	7.32%
FROZEN	\$28	\$33	17.86%
CANNED	\$18	\$18	0.00%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$372	\$403	8.33%
CANNED	\$87	\$97	11.49%
FROZEN	\$58	\$59	1.72%
OTHER	\$23	\$22	-4.35%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$181	\$194	7.18%
CHEESE	\$150	\$157	4.67%
ICE CREAM	\$91	\$99	8.79%
BUTTER / MARGARINE	\$45	\$54	20.00%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$406	\$431	6.16%
COOKIES	\$73	\$77	5.48%
CRACKERS	\$45	\$47	4.44%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$164	\$175	6.71%
PASTA PRODUCTS	\$50	\$58	16.00%
FLOUR & MIXES	\$44	\$52	18.18%
RICE	\$21	\$24	14.29%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$136	\$158	16.18%
JUICES	\$131	\$140	6.87%
FROZEN/PREP. OTHER	\$110	\$128	16.36%
SOUPS	\$66	\$76	15.15%
SAUCES & GRAVIES	\$72	\$71	-1.39%
BABY FOOD	\$48	\$53	10.42%
FROZEN MEALS	\$43	\$49	13.95%
NUTS	\$31	\$34	9.68%
SALADS	\$26	\$31	19.23%

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